

Healthy Works, Making a Difference



Healthy Works, which is the County of San Diego's Communities Putting Prevention to Work (CPPW) program, is funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act from March 19, 2010 to March 18, 2012. The goal of the grant is to reduce chronic disease through environmental and systems changes that target three focus areas: healthy physical activity, healthy nutrition, and healthy school environments.



Funding

- Original CPPW grant: total received 3/10: \$16,105,299 • Jobs created/retained: 61.49 (as of 6/11)
- Enhanced Evaluation grant: total received 9/10: \$1,768,581 • Jobs created/retained: 10.65 (as of 6/11)



Accomplishments, May - September 2011



Healthy Places

- Public Health Stakeholders Group provides input to SANDAG's draft health policy framework.
- Launched Health Impact Assessment and Active Design projects for Healthy Communities Campaign.
- Sponsored Complete Streets workshop to strengthen street design policies in four cities in the region.
- Recruited 28 schools with 17,446 students to participate in Walk, Ride, and Roll campaign to encourage active transportation modes for schoolchildren.
- Staged 42 outreach and education events for Bike to Work 2011. Fifty-seven organizations participated in the Corporate Challenge, and more than 6,000 cyclists rode on Bike to Work Day.



Healthy Food

- Partnered with City of San Diego in creating ordinance to remove barriers to community gardens.
- Assisted California School Boards Association in adopting a new lactation accommodation policy that can be adopted by all school districts statewide.
- Provided assistance to SPAWAR in developing lactation policy, which earned a California State Mother-Baby Friendly Workplace Award.
- Opened new Linda Vista farmers market, now operating the Fresh Fund Program at five farmers' markets in high-need areas in San Diego. Enrollment has exceeded 6,000, more than doubling target.
- Offering free gardening classes to the public at Regional Garden Education Centers in National City, Encinitas, Spring Valley, City Heights, and south San Diego.
- Offered free summer lunches for low income children and adults at 55 community events.



Healthy Schools

- Expanded summer meals program to 64 school and community sites. Served 1600 meals at kick-off event.
- Expanded iCommute SchoolPool ride-matching program to more than 50 schools region-wide.



Overarching Activities

- Launched Phase II of media campaign, "San Diego, Born and Raised," which uses television, circulars, bus posters, and social media to increase awareness of and attendance at farmers markets.
- Completed Resident Leadership Academy training manual, and residents in North County academy selected first Community Improvement Project. Launched three other pilot sites.
- Initiated development of countywide BMI data collection with the signing of the Beacon Collaborative contract for the development of a community-wide Health Information Exchange.



The goals of the Healthy Works program are being achieved through partnerships between the Health and Human Services Agency (HHSA), contractors, and community partners. HHSA awarded \$3.1 million to the San Diego Association of Governments, \$3.1 million to the San Diego County Office of Education, \$3.4 million to the University of California, San Diego, \$468,537 to Community Health Improvement Partners, and \$1.1 million to San Diego State University.

